



This Information Disclosure Statement is filed in accordance with 37 C.F.R. §§1.56, 1.97 and 1.98. The items listed on the accompanying Form PTO-1449 may be deemed to be pertinent to the above-identified application and are made of record to assist the Patent and Trademark Office in its examination of this application. The Examiner is respectfully requested to fully consider the items listed on the enclosed copy of Form PTO-1449 and to independently ascertain their teaching.

1. ☐ Applicants respectfully direct the Examiner's attention to the pending U.S. patent applications listed on the enclosed Form PTO-1449. The Examiner is respectfully requested to fully consider and independently ascertain the teachings and relevance of those applications with respect to the instant application. Applicants would be pleased to provide the Examiner with a copy of these applications upon request.
2. ☐ For each of the items listed on the enclosed copy of Form PTO-1449 that is not in the English language, a European Search Report from a counterpart European application is enclosed. Such items are marked as reference letter(s): \_\_\_\_\_  
\_\_\_\_\_.
3. ☐ For each of the items listed on the enclosed copy of Form PTO-1449 that is not in the English language, a concise explanation of the relevance of that item is incorporated in the specification of the above-identified application. Such items are marked as reference letter(s): \_\_\_\_\_.
4. ☐ No fee is believed to be due under 37 C.F.R. §1.17(p) for this Information Disclosure Statement since it is being filed in compliance with:  
  
☐ 37 C.F.R. §1.97(b)(1), within three months of the filing date of the above-identified application.  
  
☐ 37 C.F.R. §1.97(b)(2), within three months of the date of entry into the national stage as set forth in §1.491.

- ☐ 37 C.F.R. §1.97(b)(3), before the mailing date of a first Office Action on the merits.
5. ☐ No fee is believed to be due under 37 C.F.R. §1.17(p) for this Information Disclosure Statement since it is being filed in compliance with 37 C.F.R. 1.97(c), after the period specified in paragraph 4 above but before the mailing date of a final action or a Notice of Allowance (where there has been no prior final action), and is accompanied by one of the certifications pursuant to 37 C.F.R. §1.97(e) set forth in paragraph 9 below.
6. ☒ A fee is due under 37 C.F.R. §1.17(p) for this Information Disclosure Statement since it is being filed in compliance with 37 C.F.R. §1.97(c) after the period specified in paragraph 4 above but before the mailing date of a final action or a Notice of Allowance (where there has been no prior final action). The fee due under 37 C.F.R. §1.17(p) is to be paid as set forth in paragraph 10 below.
7. ☐ A fee is due under 37 C.F.R. §1.17(i)(1) for this Information Disclosure Statement since it is being filed in accordance with 37 C.F.R. §1.97(d), after the mailing date of a final action or a Notice of Allowance, but before the payment of the issue fee, and is accompanied by:
- a. one of the certifications pursuant to 37 C.F.R. §1.97(e) set forth in paragraph 9 below; and
  - b. this document is to be considered as a petition requesting consideration of the information disclosure statement.
  - c. the fee due under 37 C.F.R. §1.17(i)(1) which is paid as set forth in paragraph 10 below.

8. ☐ A fee is due under 37 C.F.R. §1.17(i)(1) for this Information Disclosure Statement since it is being filed in compliance with:

☐ 37 C.F.R. §1.313(b)(3), after the issue fee has been paid and information cited in this Information Disclosure Statement may render at least one claim unpatentable and is accompanied by the attached Petition to Withdraw Application from Issue;

☐ 37 C.F.R. §1.313(b)(5), after the issue fee has been paid and information cited in this Information Disclosure Statement is to be considered in a Continuation application upon abandonment of the instant application and is accompanied by the attached Petition to Withdraw Application from Issue.

9. ☐ I hereby certify:

☐ that each item of information contained in the items listed on the enclosed copy of Form PTO-1449 was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement. A copy of such communication is enclosed.

☐ that no item of information contained or listed on the enclosed copy of Form PTO-1449 was cited in a communication from a foreign patent office in a counterpart foreign application and, to the knowledge of the undersigned after making reasonable inquiry, no item of information was known to any individual designated in §1.56(c) more than three months prior to the filing of this Information Disclosure Statement.

10. ☒ Please accept payment of the fees due as indicated below:

☐ A check in the amount of \$180.00 is enclosed in payment of the fee due under 37 C.F.R. 1.17(p).

[X] The Commissioner is hereby authorized to charge \$180.00 to Deposit Account No. 50-0271 in payment of the fee due under 37 C.F.R. §1.17(p).

11. [X] The Commissioner is hereby authorized to charge any additional fees which may be required for this Information Disclosure Statement, or credit any overpayment to Deposit Account No. 50-0271. A copy of this authorization is attached.

12. [ ] No fee is believed to be due under 37 C.F.R. §1.17(p) for this Information Disclosure Statement since it is being filed concurrently with a Request for Continued Examination.

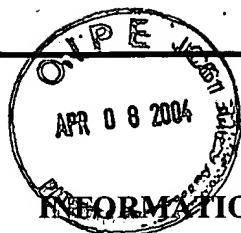
Respectfully submitted,



April 5, 2004  
Date

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<b>INFORMATION DISCLOSURE CITATION</b>	<b>Docket Number</b> 99-082	<b>Serial Number</b> 09/540,709
	<b>Applicants</b> WALKER et al.	
	<b>Filing Date</b> March 31, 2000	<b>Group Art Unit</b> 3625

**U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
	A	5,873,069	02/16/99	Reuhl et al.	705	20	
	B	US 2002/0029171 A1	03/07/02	Senior	705	26	
	C	US 6,553,346 B1	04/22/03	Walker et al.	705	1	

**FOREIGN PATENT DOCUMENTS**

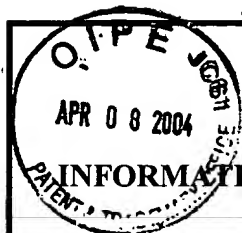
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No
	D	WO 92/14213	08/20/92	PCT				
	E	WO 98/34187	08/06/98	PCT				
	F	WO 99/19809	04/22/99	PCT				
	G	WO 00/11570	03/02/00	PCT				

**OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)**

H	Gill, Penny, "Added Value: Relationship Marketing Is One Way for Retailers to Build Loyalty", Stores, October 1991, Vol. 73, no. 10, pp. 39-40, ISSN: 0039-1867.
I	Pogoda, Dianne M., "G.E.C.C. offers credit card with discounts, rebates; General Electric Capital Corp.", WWD (Women's Wear Daily), September 3, 1992, Vol. 164; No. 46; Pg. 7.
J	Svaldi, Aldo, "Niernberger tries to bring banking to masses", Denver Business Journal, March 29, 1996, Vol. 47, No. 29, pg. 17A.
K	Weissman, Ira, "Bankers' acceptance financing – the link to financing global market activity", CPA Journal, August 1996, Vol. 66, No. 8, pp. 64-66, ISSN: 0732-8435.

<b>EXAMINER</b>	<b>DATE CONSIDERED:</b>
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**EXAMINER:** Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



INFORMATION DISCLOSURE CITATION	Docket Number	Serial Number	RECEIVED APR 12 2004 GROUP 36
	99-082	09/540,709	
	Applicants		
	WALKER et al.		
	Filing Date	Group Art Unit	
	March 31, 2000	3625	

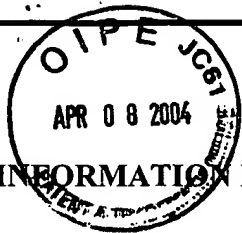
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M	/	Fram, Eugene H., "The customer penalty box", Marketing Management, Fall 1997, pp. 60-63, Vol. 6, No. 3, ISSN: 1061-3846.
N	/	Wild, Matthew L., "SPENDING IT; Untying cellular from those annual contracts.", The New York Times, March 15, 1998, Sunday Late Edition, Section 3; Pg. 10; Col. 2 Money and Business/Financial Desk.
O	/	Cruz, Humberto "The Savings Game", The Cincinnati Enquirer, August 31, 1998, Section: Financial, Pg. B16.
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Q	/	"Asbury Park Press, N.J., Trouble Shooter Column", Asbury Park Press, December 3, 1998.
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S	/	"Northwest Airlines, Sprint to enter into mileage partnership; consumers can earn up to 16,500 frequent flyer miles..."PR Newswire, January 5, 1999, Section Financial News.
T	/	"About Savesmart", ( <a href="http://www.savesmart.com/about/savesmart.html">http://www.savesmart.com/about/savesmart.html</a> ), Download date: January 12, 1999.
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V	/	"The Biggest Blockbuster of all time is yours from sprint", ( <a href="http://csg.sprint.com/titanic">http://csg.sprint.com/titanic</a> ), Download date: January 18, 1999.
W	/	WWW.PRIZEPOINT.COM is Live On the Internet!; New 'Reward Entertainment' Meets Needs of Growing Mass-Market Audience Online, BusinessWire, February 1, 1999.
X	/	"In Online Auction First, Auction Universe Offers a 10% Rebate on Purchases", Business Wire, April 6, 1999.

EXAMINER

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**INFORMATION DISCLOSURE CITATION****Docket Number**

99-082

**Serial Number**

09/540,709

**Applicants**

WALKER et al.

**Filing Date**

March 31, 2000

**Group Art Unit**

3625

**GROUP 3600**

APR 12 2004

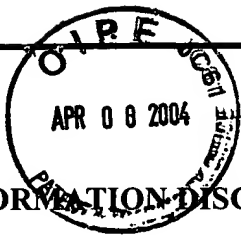
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Y	Vickers, Amy, "Clicks mean points in loyalty game; The success of offline loyalty schemes has been the model for offline imitations, but consumers need greater flexibility", New Media Age, April 29, 1999.
Z	Website: "Deja.com: [email] FREE \$100 Aircheck plus \$15,000 in Travel", ( <a href="http://x24.deja.com">http://x24.deja.com</a> ), download date: May 24, 1999.
AA	Corey, Matt, "Clip 'n' pay; proposed increase in coupon processing fees raises production cost issues", Food & Beverage Marketing, June 1, 1999, Section: No. 6, Vol. 18, pg. 18, ISSN: 0731-3799.
BB	Armstrong, Larry, "The Free-PC Game: Lure 'Em in and Lock 'Em Up", Business Week, July 19, 1999.
CC	"Tiny Free PCs - Watching the "free" PC trend...", ( <a href="http://www.digital.com/rcfoc/19990802.htm">http://www.digital.com/rcfoc/19990802.htm</a> ), Download date: August 3, 1999.
DD	Poletti, Therese "Latest Twist on Free PCs - Free iMacs" Yahoo! News, ( <a href="http://dailynews.yahoo.com/headlines/tc/story.html?s=v/nm/19990803/tc/tech_freemacs_1.html">http://dailynews.yahoo.com/headlines/tc/story.html?s=v/nm/19990803/tc/tech_freemacs_1.html</a> ), Download date: August 9, 1999.
EE	Petersen, Scot, "New breed of auctioneer moving into mainstream; online auctions; Industry Trend or Event", PC Week, November 8, 1999, Section: Pg. 30; ISSN: 0740-1604.
FF	"Creating reward programmes that really encourage loyalty; Loyalty schemes need to be simple, encourage redeeming and recognize long-standing customers says David Rankin", Brand Strategy, January 21, 2000, Section: Features, pg. 8.
GG	"American Airlines - American Eagle", download date: February 10, 2000.
HH	"Sportsline, Olds team up for online sales drive", AdWeek; Eastern Edition, March 13, 2000; Vol. 41, No. 11; Pg. 37.
II	Carroll, John "Time-Sharing Prize Promises", ( <a href="http://emantel.orconet.com/cc/timeshare.html">http://emantel.orconet.com/cc/timeshare.html</a> ), Download date: May 16, 2000.

**EXAMINER****DATE CONSIDERED:**

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## INFORMATION DISCLOSURE CITATION

Docket Number

99-082

Serial Number

09/540,709

Applicants

WALKER et al.

Filing Date

March 31, 2000

Group Art Unit

3625

## OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

JJ

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([http://www.frommers.com/soap\\_box/testy\\_opinions/phil\\_15.html](http://www.frommers.com/soap_box/testy_opinions/phil_15.html)), Download date: May 16, 2000.

KK

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GROUP 3600

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**TRANSMITTAL LETTER**  
**(General - Patent Pending)**

Docket No.  
99-082

In Re Application Of: WALKER et al.

APR 08 2004

Serial No.  
09/540,709

Filing Date  
March 31, 2000

Examiner  
Mark A. Fadok

Group Art Unit  
3625

Title: **SYSTEM TO ESTABLISH A CUSTOMER-SPECIFIED PRICE OF A PRODUCT AND TO MANAGE  
REDEMPTION OF THE PRODUCT AT THE ESTABLISHED PRICE**

TO THE COMMISSIONER FOR PATENTS:

Transmitted herewith is:

Supplemental Information Disclosure Statment (5 pp.);  
PTO Form-1449 (4 pp.) and references cited therein (39); and  
Return Receipt Postcard.

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**APR 12 2004**

**GROUP 3600**

in the above identified application.

- ☐ No additional fee is required.
- ☐ A check in the amount of \_\_\_\_\_ is attached.
- ☒ The Director is hereby authorized to charge and credit Deposit Account No. \_\_\_\_\_  
as described below.
- ☒ Charge the amount of \$180.00
- ☒ Credit any overpayment.
- ☒ Charge any additional fee required.

50-0271



*Signature*

Dated: April 5, 2004

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I certify that this document and fee is being deposited  
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first class mail under 37 C.F.R. 1.8 and is addressed to the  
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**Michael D. Brinton**

*Typed or Printed Name of Person Mailing Correspondence*

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